

**AMENDMENTS TO THE CLAIMS**

1. (Currently amended) A one-to-one business support system comprising:  
a storage device that stores customer attribute information indicating an attribute of a customer and purchase information indicating a commodity purchased by the customer;  
a client computer that executes an application program to perform a first function of narrowing down a customer who satisfies a predetermined condition based on the customer information stored in said storage device, a second function of deciding a plan of an action that is performed to the customer narrowed down for each customer, a third function of issuing a relation tool for executing the decided plan, and/or a fourth function of performing an evaluation of the action according to a predetermined criterion; and  
a server that provides the application program to said client computer, wherein said client computer captures language information indicating words uttered by the customer and presents the language information to an operator in a predetermined form that the operator can recognize.

2. (Original) The one-to-one business support system according to claim 1, wherein the application program provided by said server includes a program that causes said client computer to execute a fifth function of creating a script that defines the contents of the relation tool in a personalized form for each customer, and a sixth function of issuing the relation tool by instructing said server to output the relation tool having the contents according to the script, wherein said server includes an output device that outputs the relation tool according to the instruction of said client computer.

3. (Original) The one-to-one business support system according to claim 2, wherein said server includes a printer that prints the relation tool having the personalized contents for each customer according to an instruction of printing supplied from said client computer.

4. (Original) The one-to-one business support system according to claim 2, wherein said client computer includes a main office terminal and a shop terminal, and said main office terminal

includes an output device that presents at least a part of information used in executing the first to fourth functions to an operator in a recognizable form, and said shop terminal includes an output device that presents at least a part of information used in executing the fifth and sixth functions to an operator in a recognizable form.

5. (Original) The one-to-one business support system according to claim 4, wherein the output device of said shop terminal obtains and/or stores customer attribute information of a customer, information indicating a rank when the customer is ranked on a predetermined criterion, information indicating a commodity purchased by the customer in the past and information indicating a history of a relation with the customer, and outputs any one of these information items that confirms to a condition designated by the operator.

6. (Original) The one-to-one business support system according to claim 1, wherein the action includes any one or more of an action of an event system that encourages the customer to come to the shop to improve sales promotion, an action of a calendar system that deepens the relationship with the customer to make the customer a regular customer to improve customer loyalization and an action of a shop service system that deepens the relationship with the customer at the shop to improve a sales rate or suggest coordinates.

7. (Original) The one-to-one business support system according to claim 6, wherein the action of the event system includes an action that issues a relation tool that transmits a message to the customer on a one-to-one basis, thereby sending a guide for a sales promotion to the customer, the action of the calendar system includes an action that issues a relation tool according to a calendar preset for each event, and the action of the shop service system includes an action that presents the contents of a personalized script to a person to be served.

8. (Cancelled)

9. (Original) The one-to-one business support system according to claim 1, wherein the relation tool includes at least any one of DM (Direct Mail), facsimile, e-mail, and telephone.

10. (Original) The one-to-one business support system according to claim 1, wherein the application program provided by said server includes a program that causes said client computer to perform a function of specifying a frequency of which the customer conducts a business transaction at the shop based on the customer attribute information to predict a day when the customer comes to the shop based on the frequency, and a function of detecting an arrival of a predetermined time decided based on the predicted day to perform an output of a message that encourages execution of the action and/or an issue of an relation tool relating to the action.

11. (Original) The one-to-one business support system according to claim 1, wherein the application program provided by said server includes a program that causes said client computer to perform a function of obtaining purchase information at multiple points in time in connection with persons, who are customers at at least any of the multiple points in time, to classify the respective customers at the multiple points in time into any of multiple ranks according to a predetermined criterion based on these purchase information and a function of specifying a variation in a customer rank, the number of newly enrolled customers and/or the number of withdrawn customers based on a result of the classification to output information indicating a specified result.

12. (Original) The one-to-one business support system according to claim 1, wherein the application program provided by said server includes a program that causes said client computer to perform a function of extracting a customer according to a predetermined condition based on the customer attribute information and/or purchase information and a function of generating data indicating at least any parameter of the number of extracted customers, a frequency of which the corresponding customer purchases a commodity, a type of a commodity purchased by the corresponding customer, a sales amount per one corresponding customer, the number of purchased commodities per one corresponding customer and a unit price of the commodity purchased by the

corresponding customer and data indicating a time transition of the parameter value based on the customer attribute information and/or purchase information.

13. (Original) The one-to-one business support system according to claim 1, wherein said server provides the application program by executing an ASP (Application Service Provider) service.

14. (Original) The one-to-one business support system according to claim 1, further comprising a card reader that reads customer attribute information and/or purchase information from a magnetic card or an IC (Integrated Circuit) card to obtain the customer attribute information and/or purchase information or a POS (Point OF Sales) register that obtains customer attribute information and/or purchase information according to an operation from an operator, wherein said card reader and said POS register are connected to said storage device via a communication line, and the obtained customer attribute information and/or purchase information is supplied to said storage device and stored therein.

15. (Original) The one-to-one business support system according to claim 1, wherein said server includes a web server and the web server provides data to said client computer that functions as a client machine via a network according to a communication procedure where security is ensured.

16. (Original) The one-to-one business support system according to claim 15, further comprising a database server connected to said storage device via a communication line where security is ensured, wherein said database server and said application server are connected to each other via a firewall to form a security capsule zone.

17. (Currently amended) A computer data signal embedded in a carrier wave that indicates a program for causing a computer to function as a storage device that stores customer attribute information indicating an attribute of a customer and purchase information indicating a commodity

purchased by the customer, a client computer that executes an application program to perform a first function of narrowing down a customer who satisfies a predetermined condition based on the customer information stored in said storage device, a second function of deciding a plan of an action that is performed to the customer narrowed down for each customer, a third function of issuing a relation tool for executing the decided plan, and/or a fourth function of performing an evaluation of the action according to a predetermined criterion and a server that provides the application program to said client computer, wherein said client computer captures language information indicating words uttered by the customer and presents the language information to an operator in a predetermined form that the operator can recognize.

18. (Currently amended) A computer-readable storage medium having a program recorded thereon, said program causing a computer to function as a storage device that stores customer attribute information indicating an attribute of a customer and purchase information indicating a commodity purchased by the customer, a client computer that executes an application program to perform a first function of narrowing down a customer who satisfies a predetermined condition based on the customer information stored in said storage device, a second function of deciding a plan of an action that is performed to the customer narrowed down for each customer, a third function of issuing a relation tool for executing the decided plan, and/or a fourth function of performing an evaluation of the action according to a predetermined criterion and a server that provides the application program to said client computer, wherein said client computer captures language information indicating words uttered by the customer and presents the language information to an operator in a predetermined form that the operator can recognize.